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# Consumer Purchases of Selected **FRUITS AND JUICES**

in **JULY**

**1956**



UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

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## PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.



CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES  
IN JULY 1956

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Household purchases of frozen concentrated juices during July 1956 were about 14 percent smaller than in July 1955. Frozen concentrated orange juice purchases were down about 13 percent, while purchases of frozen concentrated grape juice decreased almost 30 percent from July 1955. A smaller proportion of families buying was the most important reason for the decline in purchases of both of these products.

Prices paid by householders for frozen concentrated orange juice averaged about 1 cent higher per 6-ounce can than in July 1955. Concentrated grape juice prices in July 1956 were down slightly from July 1955.

Household purchases of frozen concentrate for lemonade during July 1956 held at about the same level as in June 1956, but were almost 21 percent under the volume bought in July 1955. Prices paid were almost unchanged from a year earlier.

The volume of canned single-strength orangeade purchased during July 1956 was almost 20 percent larger than in July 1955. This resulted entirely from a larger proportion of families buying. There was little change from a year earlier in prices paid for single-strength orangeade.

Householders purchased 32 percent less shelf-pack concentrate for orangeade during July 1956 than July 1955. Prices paid for this product averaged slightly higher than in July 1955.

Total purchases of canned single-strength juices by United States householders during July 1956 were about 8 percent smaller than in July 1955. Purchases of each of the major single-strength citrus juices--orange, grapefruit, orange-grapefruit blend, and lemon--were well below the volume bought in July 1955.

Of the single-strength noncitrus juices carried in this report, only prune juice was purchased in larger volume than in July 1955.

Prices paid for canned single-strength juices during July 1956 were generally higher than in the corresponding month a year earlier. Householders paid significantly lower prices for canned grape juice only.

Considerably less fresh citrus fruit was bought by United States householders in July 1956 than in July 1955. Purchases of fresh oranges and grapefruit, although seasonally low during July, were down about 17 and 19

percent, respectively, from July 1955, and lemon purchases, although seasonally large, were down about 25 percent.

Householders paid about 3 cents more for fresh lemons during July 1956 than July 1955. Prices paid for fresh oranges were up slightly, while those for fresh grapefruit were almost unchanged from July 1955.

#### FROZEN JUICES AND ADES

Householders purchased slightly less frozen concentrated orange juice during July 1956 than in the preceding month, and about 13 percent less than in July 1955 (fig. 4). A drop in the proportion of families buying--28.8 percent in July 1956, compared with 31.9 percent in July 1955--accounted mainly for the decrease, although a slight decline in the average quantity of frozen concentrated orange juice purchased was also a factor.

Consumers paid an average of 17.0 cents for a 6-ounce can of frozen concentrated orange juice--about 1 cent higher than in July 1955 (table 2).

Consumer purchases of frozen concentrated grape juice during July 1956 (about 345,000 gallons) were almost 30 percent smaller than in July 1955. As was the case for frozen concentrated orange juice, the lower volume of purchases of frozen concentrated grape juice was primarily a reflection of a smaller proportion of families buying. Prices paid by households were down from a year earlier, averaging about 0.7 cent lower for a 6-ounce can of juice.

Household buying of frozen concentrate for lemonade in July 1956 held at about the same level as in June 1956, but volume of purchases were well below the record volume purchased in July 1955 (fig. 5). The average size of purchase, about 3.3 cans (6-ounce) during July 1956 was slightly larger than in July 1955; but because of a decline in frequency of purchase, the average quantity purchased by buying families was lower than in July 1955. There was also a decline from July 1955 in the proportion of families buying this product. Prices paid for frozen concentrate for lemonade were unchanged from June 1956 but were slightly lower--0.3 cent a 6-ounce can--than in July 1955 (table 2).

Householders in July 1956 continued to show a strong demand for canned single-strength orangeade, as evidenced by an almost 20 percent increase in purchase volume from July 1955. Prices paid for this larger volume averaged almost the same as in July last year (fig. 5). The effect on total volume of purchase resulting from an increased proportion of families buying was only slightly lessened by a decrease in the average quantity bought by these families.

Purchases of shelf-pack concentrate for orangeade during July 1956 were down 32 percent from July 1955 mainly because of a decrease in the proportion of families buying. Householders paid an average of about 0.4 cent more per 6-ounce can than in July 1955 (table 2).



## CANNED JUICES

Householders' purchases of canned single-strength orange juice during July 1956 were about 11 percent lower than in June 1956 and about 30 percent lower than in July 1955 (fig. 6). The 898,000 cases equivalent No. 2 cans bought by households in July 1956 was the lowest monthly volume reported since reporting began on this product in January 1950.

The proportion of families buying canned orange juice during July was down from both the preceding month as well as the same month a year earlier. Those families purchasing bought less orange juice--about 1.8 equivalent 46-ounce cans in July 1956 compared with about 2.2 cans in July 1955. Prices paid by households for canned orange juice during July 1956 averaged about 1 cent higher per 46-ounce can than in the preceding month and almost 5 cents higher than in July 1955 (table 1).

In July 1956 and for the first time since November 1955, the volume of canned grapefruit juice bought by United States households was smaller than in the corresponding month a year earlier. Prices which in recent months have been slightly lower or unchanged from the same months a year earlier, were up about 2 cents per 46-ounce can in July 1956 compared with July 1955 (fig. 6). Lower purchases of grapefruit juice compared with July 1955, resulted from decreases in both the proportion of families buying and in the average quantity purchased by those families.

Consumer buying of orange-grapefruit blended juice during July 1956 was up slightly from June 1956. Purchases, however, were almost 31 percent smaller than in July 1955, with decreases in both the percentage of families buying and in the average quantity purchased by these families. Prices paid for orange-grapefruit blended juice averaged 31 cents a 46-ounce can during July 1956--up 1 cent from June 1956 and 3.4 cents from July a year earlier (table 1).

Canned and bottled lemon juice purchases during July 1956 were smaller than in June 1956 and well below the volume bought in July 1955. Prices for lemon juice were almost unchanged from the preceding month and slightly lower--0.3 cent a 6-ounce can--than in July 1955. The proportion of families buying lemon juice in July 1956--4.6 percent--was down slightly from the preceding month and moderately lower than in July 1955.

The volume of single-strength grape juice bought during July 1956 was about 17 percent smaller than in July 1955, and down rather sharply from June 1956. Although the average quantity purchased by those buying was slightly larger, fewer families bought grape juice in July 1956 compared with July 1955. Prices for single-strength grape juice were slightly lower than in June 1956 and July 1955.

The volume of canned pineapple juice bought by United States households during July 1956 was the smallest reported since December 1955--about 11 percent smaller than in July 1955. Price paid for pineapple juice was only slightly higher during July 1956 than June 1956 and July 1955. The proportion of families buying and the average quantity bought by these families was down from both months.

Although householders' purchases of canned prune juice during July 1956 were down slightly from June 1956, they continued well above the volume bought in the corresponding period of 1955. A larger proportion of householders bought prune juice in July 1956 and those buying purchased a larger average quantity than in July 1955. Prices paid by householders for prune juice were almost unchanged from a year earlier, averaging 32.7 cents a 32-ounce can.

Tomato juice purchases during July 1956 were about 13 percent smaller than in July 1955 and almost unchanged from the preceding month. In July 1956, the percentage of families buying and the average quantity of tomato juice purchased by those families was smaller than in July 1955 (table 1).

#### FRESH FRUIT

The total volume of fresh oranges bought by United States householders in July 1956 was about 16.7 percent smaller than in July 1955 (fig. 7). Because of seasonal availability, California-Arizona oranges were purchased in larger volume than Florida oranges in July 1956. Purchases of Florida oranges and California-Arizona oranges, as well as unidentified oranges, were smaller than in July 1955 (table 3).

Fewer families bought oranges in July 1956--25 percent compared with 29 percent in July 1955. The average quantity purchased by those buying was also slightly lower than in July 1955. Prices paid by householders for all orange purchases averaged slightly higher than in July 1955 (table 3).

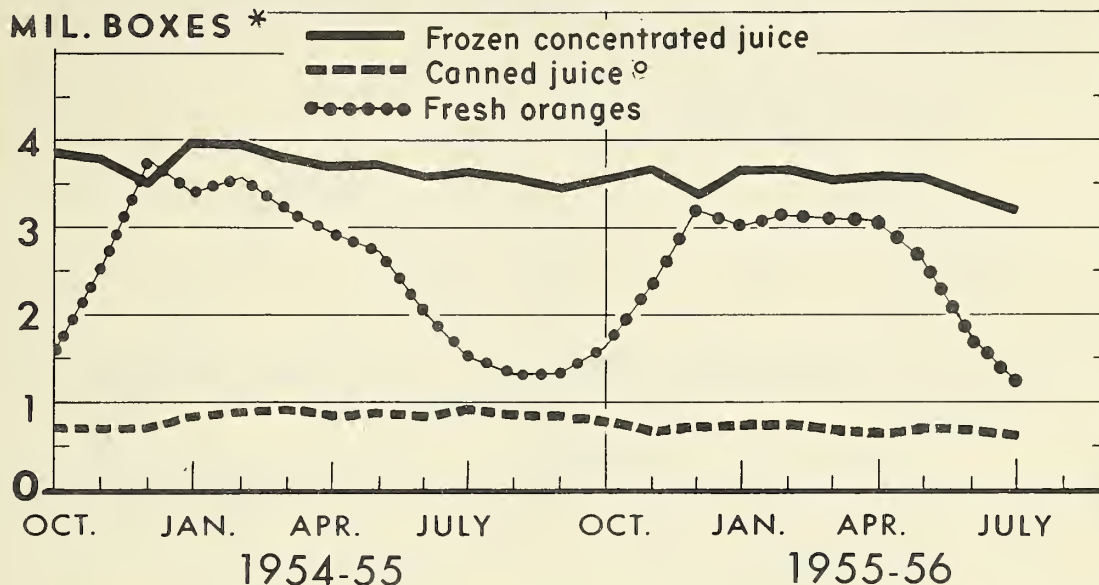
Consumer purchases of fresh grapefruit during July 1956 were down sharply from the preceding month primarily as a result of a seasonally low supply (fig. 7). The average quantity of grapefruit bought by householders was slightly larger than in July 1955. However, the proportion of families buying during the month was down sharply from July 1955--7.4 percent in July 1956 compared with 9.2 percent in July 1955.

Although householders paid higher prices for California-Arizona grapefruit during July 1956 than in July 1955, lower prices prevailed for Florida and unidentified grapefruit (table 3).

Householders' purchases of fresh lemons held at about the same level during July 1956 as in the preceding month. Volume of purchases, however, were materially smaller than in July 1955 (fig. 7). Prices paid averaged slightly higher than in June 1956 and almost 3 cents higher per dozen than in July 1955. Families bought an average of about 13 lemons during July 1956, slightly fewer than in July 1955. About 31 percent of the Nations' families bought fresh lemons during July 1956 as compared with about 37 percent in July 1955 (table 3).



# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



\*FRESH FRUIT EQUIVALENT

• INCLUDES HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1929 - 56 (8) AGRICULTURAL MARKETING SERVICE

Figure 1

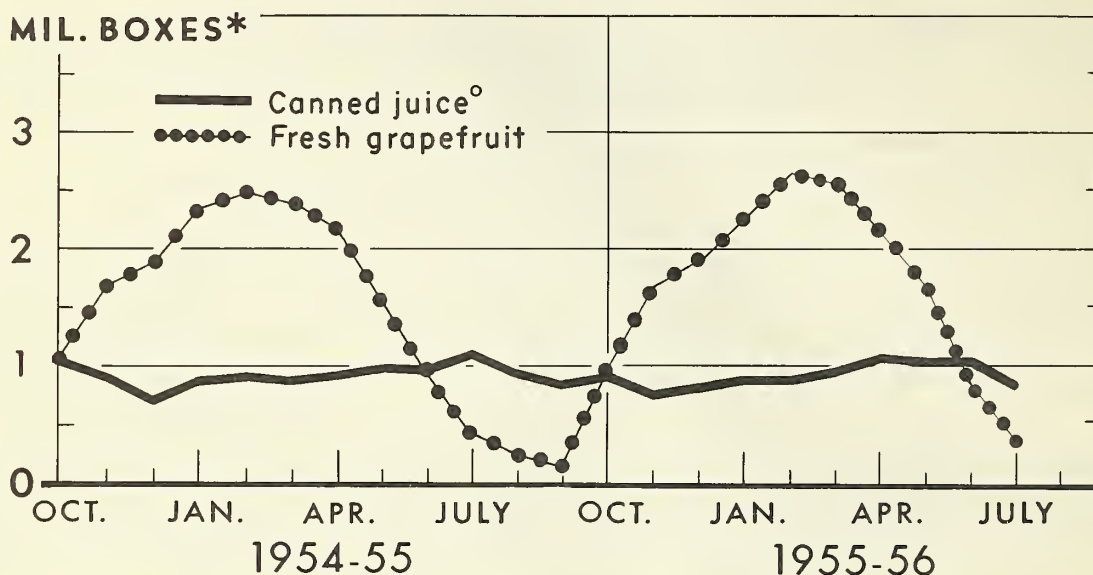
Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1954 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,643	1,574	3,597	3,850	773	722	6,013	6,146
November	2,350	2,518	3,621	3,769	672	713	6,643	7,000
December	3,270	3,764	3,395	3,486	723	711	7,388	7,961
October-December 2/	8,020	8,612	11,471	11,917	2,337	2,299	21,828	22,828
January	3,008	3,400	3,671	3,984	747	830	7,426	8,214
February	3,142	3,555	3,649	3,972	715	897	7,506	8,424
March	3,126	3,181	3,569	3,775	693	912	7,388	7,868
October-March 2/	18,166	19,543	23,406	24,599	4,675	5,177	46,247	49,319
April	3,055	2,965	3,603	3,685	664	841	7,322	7,491
May	2,617	2,709	3,565	3,700	685	872	6,867	7,281
June	1,726	2,001	3,390	3,568	684	822	5,800	6,391
October-June 2/	26,041	27,758	34,916	36,420	6,865	7,937	67,822	72,115
July	1,268	1,522	3,201	3,648	612	922	5,081	6,092
August		1,331		3,554		836		5,721
September		1,335		3,496		824		5,655
Season 2/		32,270		48,025		10,724		91,019

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



\* FRESH FRUIT EQUIVALENT ° INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1930 - 56 (8) AGRICULTURAL MARKETING SERVICE

Figure 2

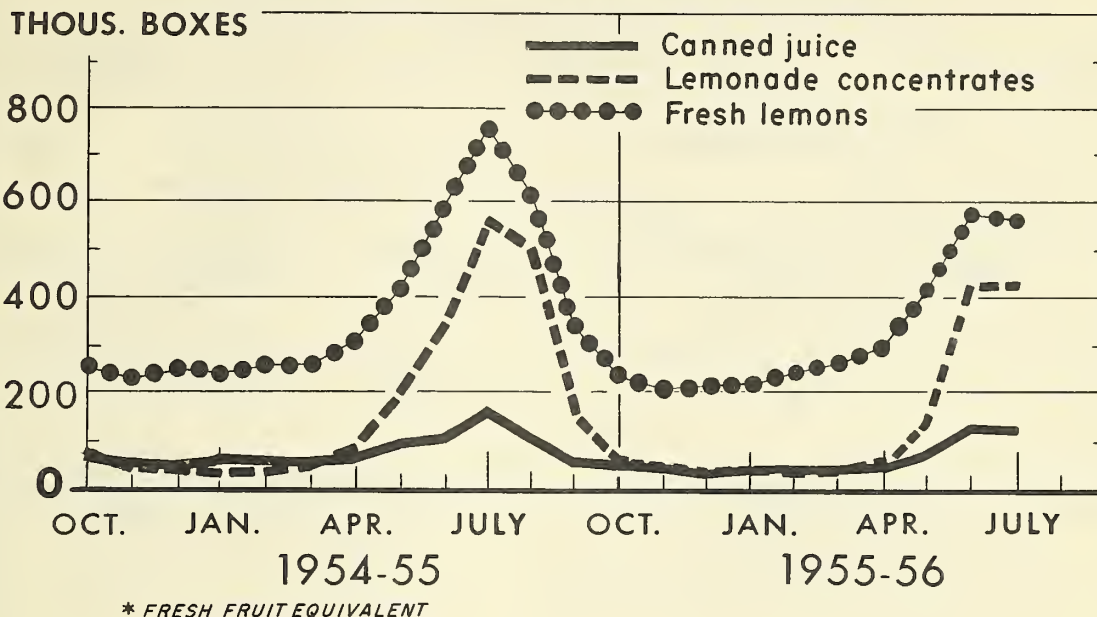
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1954 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice <sup>1/</sup>		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000	1,000	1,000	1,000	1,000	1,000
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
October	984	1,053	921	1,037	1,905	2,090
November	1,695	1,694	772	911	2,467	2,605
December	1,932	1,895	828	725	2,760	2,620
October-December <sup>2/</sup>	5,165	5,121	2,722	2,847	7,887	7,968
January	2,246	2,330	882	882	3,128	3,212
February	2,672	2,498	877	907	3,549	3,405
March	2,543	2,387	962	887	3,505	3,274
October-March <sup>2/</sup>	13,370	12,995	5,670	5,734	19,040	18,729
April	2,165	2,162	1,050	924	3,215	3,086
M-y	1,668	1,552	1,032	978	2,700	2,530
June	860	948	1,034	970	1,894	1,918
October-June <sup>2/</sup>	18,411	17,950	9,034	8,857	27,445	26,807
July	353	434	868	1,112	1,221	1,546
August		244		950		1,194
September		215		858		1,073
Season <sup>2/</sup>		18,905		12,016		30,921

<sup>1/</sup> These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

<sup>2/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 1931 - 56 (8) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1954 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	228	252	39	54	49	51	53	59	320	365
November	207	225	35	49	37	35	39	37	281	311
December	216	243	36	44	31	27	34	29	286	316
October-December 3/	713	785	129	161	125	120	133	132	975	1,078
January	218	234	37	51	32	26	37	27	292	312
February	242	251	42	48	34	29	36	31	320	330
March	251	252	42	46	37	41	40	43	343	341
October-March 3/	1,492	1,583	262	318	236	224	255	241	2,009	2,142
April	288	307	46	54	58	68	59	72	393	433
May	416	407	71	84	135	187	138	197	625	688
June	573	587	124	96	410	327	425	342	1,122	1,025
October-June 3/	2,876	2,997	528	572	894	865	937	913	4,341	4,482
July	563	754	117	160	415	526	426	554	1,106	1,468
August		610		108		461		480		1,198
September		337		50		152		157		544
Season 3/		4,814		909		2,085		2,186		7,909

1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

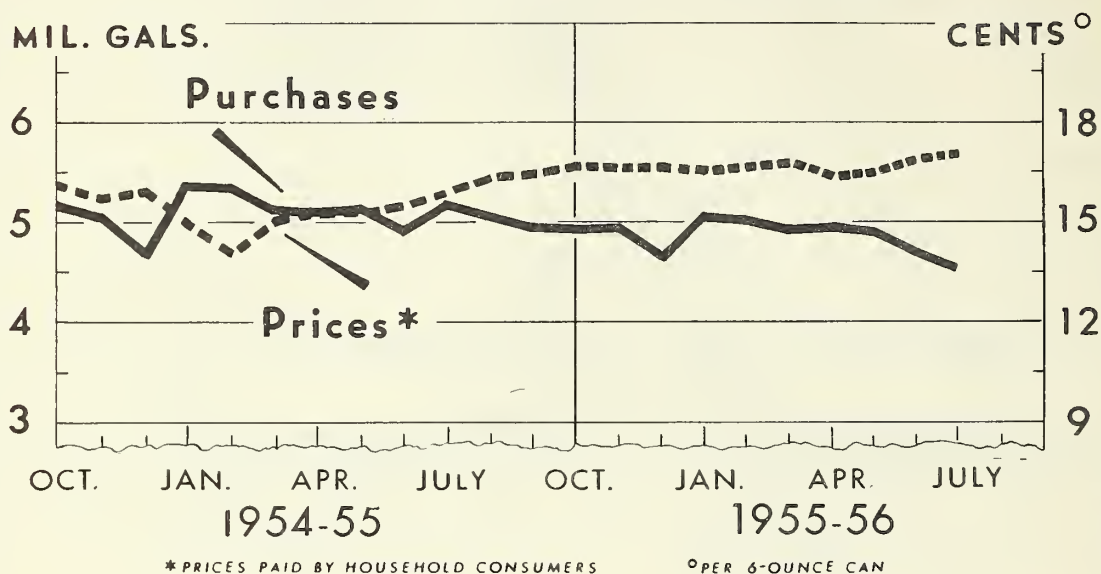
2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 1932-56 (8) AGRICULTURAL MARKETING SERVICE

Figure 4

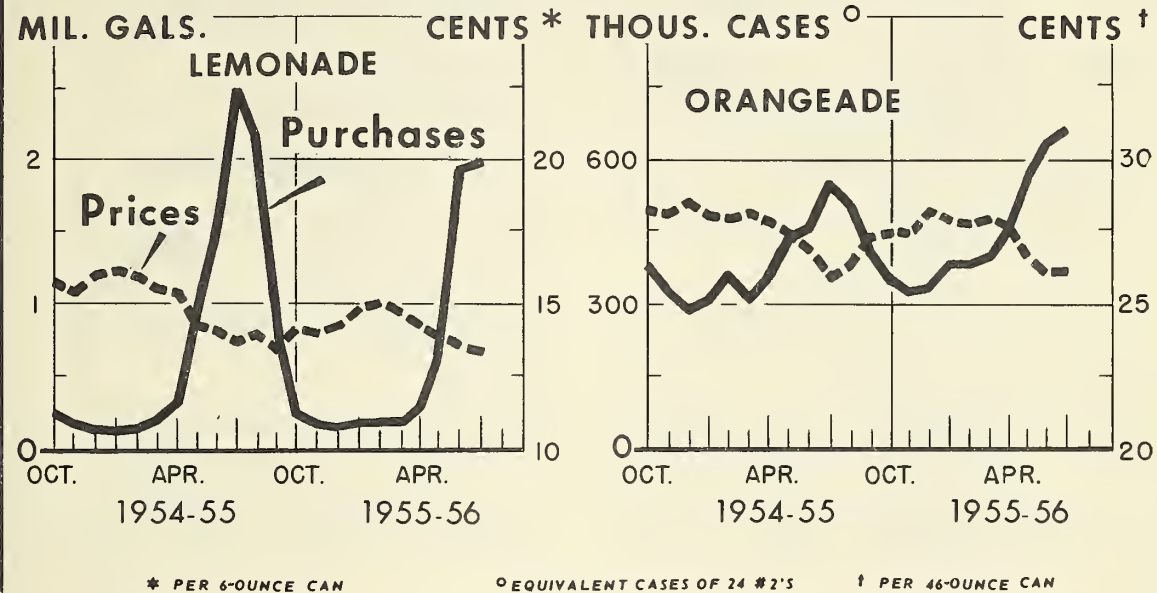
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1954 to date

Period	Purchases		Average price per 6 oz. can	
	1955-56	1954-55	1955-56	1954-55
	1,000 gallons	1,000 gallons	Cents	Cents
October	4,962	5,161	16.6	16.1
November	4,995	5,052	16.6	15.7
December	4,683	4,673	16.7	15.9
October-December 1/	15,822	15,974		
January	5,043	5,377	16.6	14.9
February	5,012	5,360	16.7	14.0
March	4,903	5,094	16.8	14.8
October-March 1/	32,216	33,089		
April	4,970	5,090	16.4	15.2
May	4,917	5,111	16.5	15.3
June	4,676	4,928	16.8	15.5
October-June 1/	48,092	49,417		
July	4,515	5,182	17.0	15.9
August		5,048		16.3
September		4,966		16.4
Season 1/		65,901		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 1933 - 56 (8) AGRICULTURAL MARKETING SERVICE

Figure 5

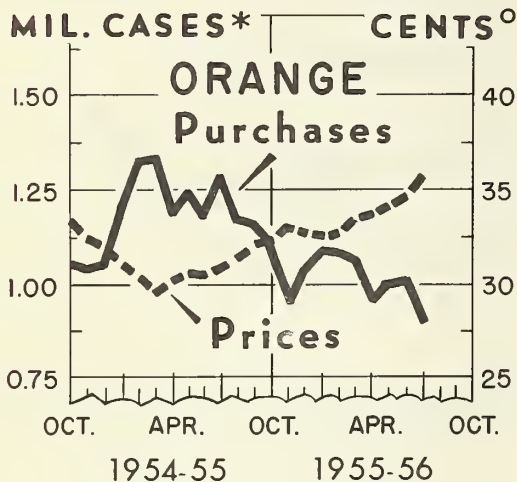
Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1954 to date

Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price		Purchases		Average price	
	per 6 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000	1,000			1,000	1,000		
	<u>gallons</u>	<u>gallons</u>	<u>Cents</u>	<u>Cents</u>	<u>cases 1/</u>	<u>cases 1/</u>	<u>Cents</u>	<u>Cents</u>
October	230	244	14.0	15.7	351	373	27.5	28.2
November	174	167	14.0	15.4	326	326	27.3	28.1
December	147	127	14.3	16.0	330	290	28.2	28.5
October-December 2/	593	568			1,071	1,070		
January	153	121	14.8	16.2	379	306	27.9	28.1
February	163	136	14.8	15.9	379	361	27.6	28.0
March	177	194	14.7	15.5	393	311	28.0	28.2
October-March 2/	1,121	1,061			2,348	2,136		
April	273	321	14.2	15.3	446	348	27.6	27.9
May	640	887	13.8	14.3	563	436	26.7	27.5
June	1,942	1,551	13.6	14.0	634	458	26.2	26.9
October-June 2/	4,239	4,099			4,106	3,492		
July	1,966	2,493	13.3	13.6	660	551	26.2	25.9
August		2,184		13.9		512		26.3
September		720		13.3		406		27.3
Season 2/		9,882				5,076		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.  
 2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

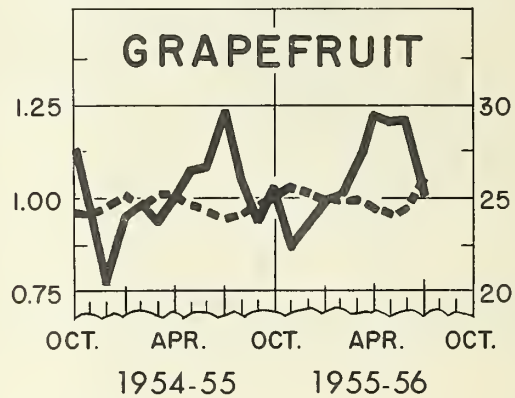
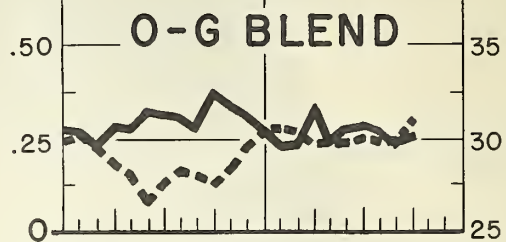
# CANNED CITRUS JUICES

Consumer Purchases  
and Prices Paid



\* EQUIVALENT CASES OF 24 #2's

MIL. CASES\* — CENTS°



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1934 - 56 (8) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1954 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
			per 46 oz. can				per 46 oz. can				per 46 oz. can	
	1955-56:	1954-55	1955-56:	1954-55	1955-56:	1954-55	1955-56:	1954-55	1955-56:	1954-55	1955-56:	1954-55
	1,000	1,000			1,000	1,000			1,000	1,000		
	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	1,104	1,054	32.3	33.4	1,033	1,127	25.3	24.1	274	276	30.4	29.9
November	954	1,043	33.0	32.4	857	978	25.5	24.0	248	267	30.6	30.1
December	1,038	1,056	32.8	32.0	930	767	25.2	24.6	244	235	30.2	29.4
October-December 2/	3,351	3,381			3,059	3,060			800	824		
January	1,081	1,212	32.7	31.0	981	952	24.9	25.1	331	285	29.0	28.6
February	1,077	1,321	33.1	30.4	1,025	984	24.8	24.6	232	283	29.6	28.1
March	1,021	1,326	33.5	29.5	1,114	939	24.8	25.2	273	322	29.8	26.5
October-March 2/	6,801	7,591			6,439	6,157			1,706	1,795		
April	960	1,190	33.5	30.2	1,223	1,006	24.5	25.2	285	312	30.0	27.7
May	1,000	1,241	34.2	30.6	1,204	1,077	24.4	24.6	277	307	29.1	28.3
June	1,013	1,176	34.5	30.5	1,221	1,080	24.6	24.4	247	280	30.0	28.1
October-June 2/	9,996	11,515			10,370	9,593			2,592	2,779		
July	898	1,287	35.7	30.8	1,007	1,235	26.0	23.9	262	377	31.0	27.6
August		1,170		31.4		1,049		24.1		334		28.5
September		1,161		32.1		942		24.7		314		29.6
Season 2/		15,425				13,088				3,878		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



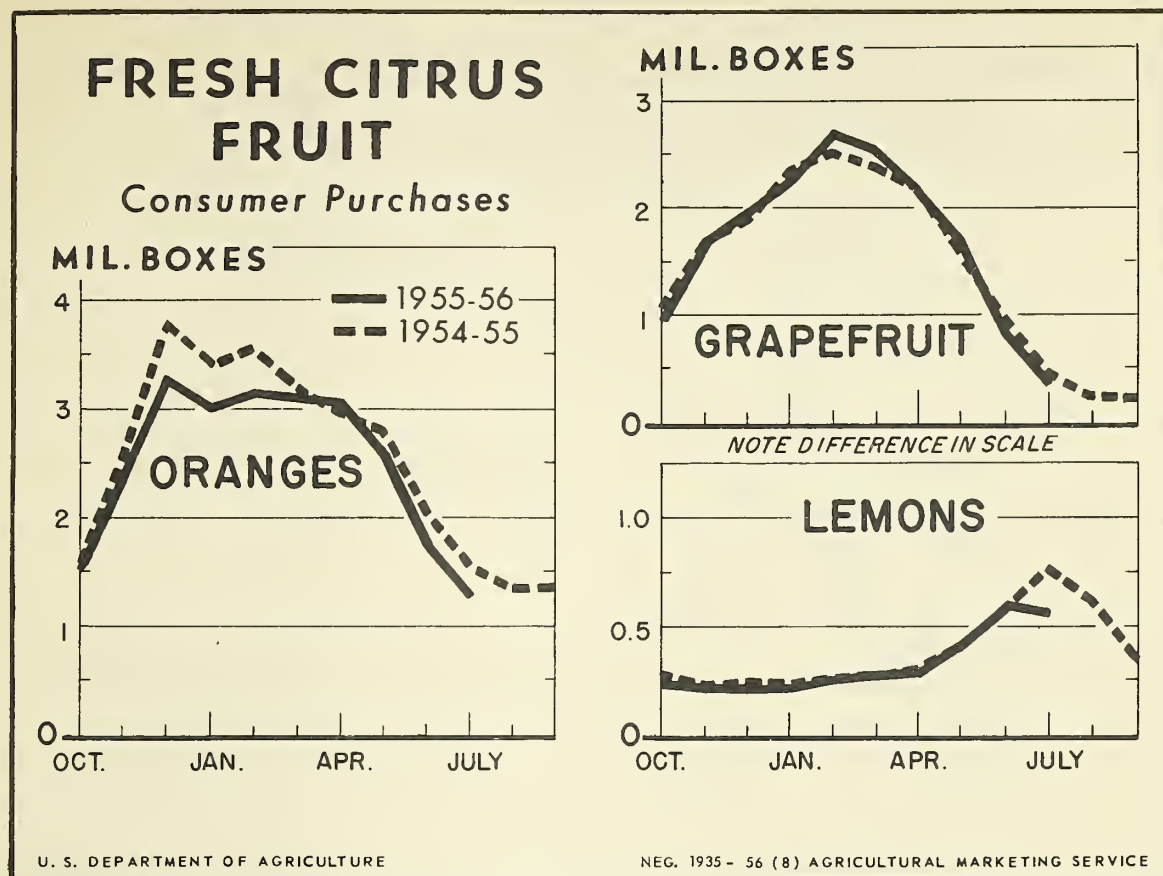


Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1954 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1955-56 <sup>1/</sup>	1954-55	1955-56 <sup>1/</sup>	1954-55	1955-56 <sup>1/</sup>	1954-55	1955-56 <sup>1/</sup>	1954-55	1955-56 <sup>1/</sup>	1954-55	1955-56 <sup>1/</sup>	1954-55
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	1,643	1,574	42.1	45.6	984	1,053	90.7	92.8	228	252	43.9	45.1
November	2,350	2,518	37.9	35.0	1,695	1,694	80.1	78.4	207	225	45.5	46.8
December	3,270	3,764	39.4	35.1	1,932	1,895	77.8	74.9	216	243	46.8	45.0
October-December <sup>1/</sup>	8,020	8,612			5,165	5,121			713	785		
January	3,008	3,400	41.4	37.1	2,246	2,330	77.9	74.2	218	234	48.1	46.2
February	3,142	3,555	43.7	37.3	2,672	2,498	73.4	73.4	242	251	46.3	44.0
March	3,126	3,181	44.9	39.8	2,543	2,387	76.0	78.4	261	252	44.6	42.9
October-March <sup>1/</sup>	18,166	19,543			13,370	12,995			1,492	1,583		
April	3,055	2,965	45.8	42.2	2,165	2,162	81.1	82.9	288	307	42.5	41.3
May	2,617	2,709	51.5	42.8	1,668	1,552	91.3	93.3	416	407	40.2	41.9
June	1,726	2,001	53.0	43.5	860	948	100.5	101.5	573	587	44.0	40.4
October-June <sup>1/</sup>	26,041	27,758			18,411	17,950			2,876	2,997		
July	1,268	1,522	45.8	43.9	353	434	105.6	106.6	563	754	44.6	41.8
August		1,331		44.9		244		108.8		610		41.6
September		1,335		45.0		215		112.3		337		42.7
Season <sup>1/</sup>		32,270				18,905				4,814		

<sup>1/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

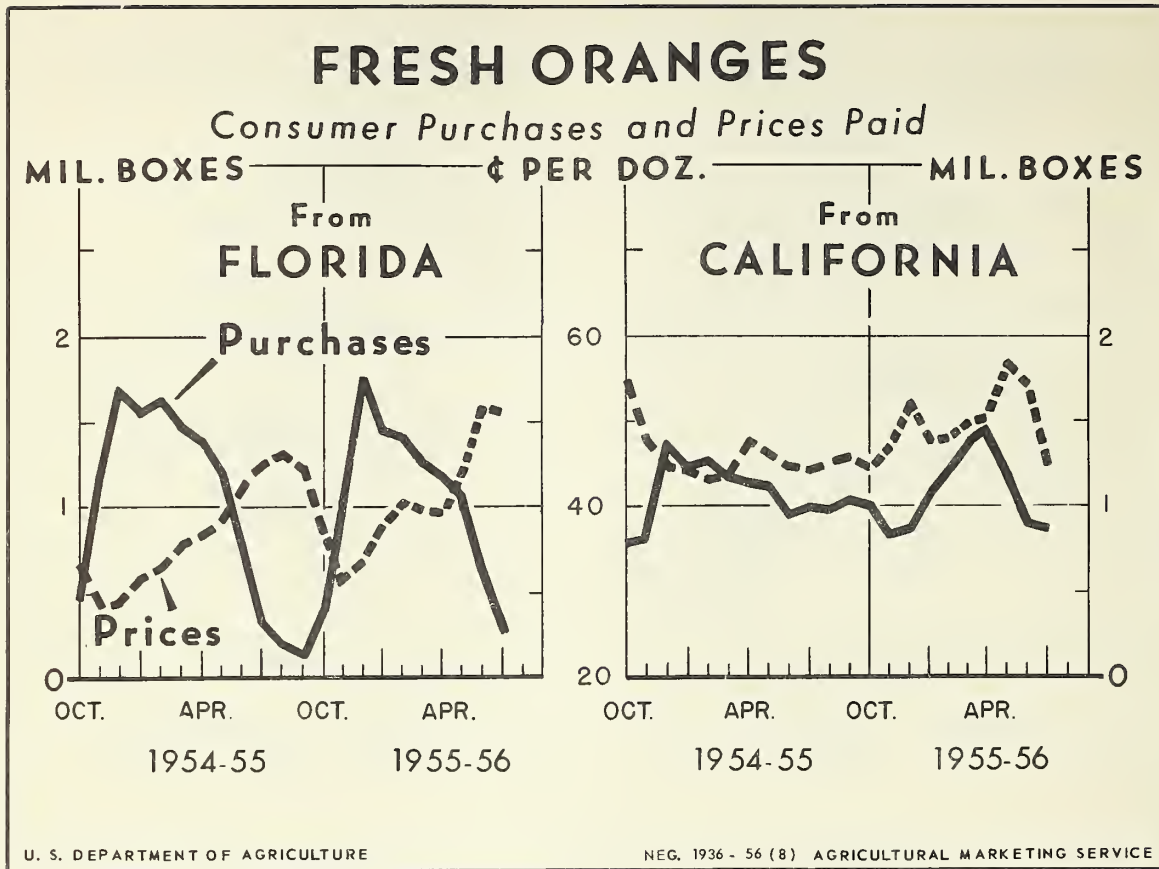


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1954 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	390	455	36.8	33.3	1,009	789	44.6	54.9
November	1,081	1,194	32.0	28.1	842	809	47.0	47.8
December	1,765	1,694	33.8	28.3	871	1,374	52.2	44.5
October-December 1/	3,618	3,660			2,953	3,271		
January	1,427	1,560	37.5	31.4	1,063	1,234	47.4	44.4
February	1,399	1,632	40.2	32.7	1,191	1,261	48.0	43.0
March	1,261	1,471	39.6	35.8	1,384	1,170	49.8	43.8
October-March 1/	8,070	8,704			6,944	7,206		
April	1,186	1,380	39.7	36.7	1,458	1,125	50.3	47.8
May	1,065	1,204	44.5	38.3	1,190	1,116	56.9	46.4
June	596	746	51.5	42.6	892	963	54.1	44.7
October-June 1/	11,137	12,265			10,679	10,636		
July	248	321	50.8	45.3	859	995	44.8	44.0
August		182		46.1		986		44.8
September		128		44.5		1,038		45.4
Season 1/		12,919				13,918		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single-strength juices and ades: U. S. total consumer purchases and average price, July 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1956	1955	1956	1955	1956	1955	1956	1955		1956	1955
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	9.2	11.3	898	1,287	1.6	1.7	52.4	58.9	46	35.7	30.8
Grapefruit	8.7	9.8	1,007	1,235	1.6	1.6	63.3	69.3	46	26.0	23.9
Orange and gpft. blend	2.8	3.5	262	377	1.5	1.6	53.2	58.0	46	31.0	27.6
Lemon	4.6	5.2	106	136	1.3	1.4	15.4	16.5	5½	12.3	12.6
Grape	4.1	5.1	189	227	1.4	1.3	29.2	30.1	24	31.4	33.5
Pineapple	12.5	14.2	1,236	1,395	1.4	1.5	60.1	57.7	46	27.5	27.1
Prune	7.4	6.9	617	515	1.8	1.7	40.0	38.5	32	32.7	32.9
Tomato	15.3	17.3	1,366	1,565	1.5	1.5	52.3	53.7	46	29.5	26.6
Total 2/	46.9	48.5	6,853	7,443	2.6	2.7	49.4	51.1			
Canned ades											
Orangeade	5.3	4.4	660	551	1.5	1.5	73.1	73.2	46	26.2	25.9

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

Table 2.--Frozen concentrated juices and ades: U. S. total consumer purchases and average price, July 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1956	1955	1956	1955	1956	1955	1956	1955		1956	1955
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	28.8	31.9	4,515	5,182	2.1	2.2	19.5	19.3	6	17.0	15.9
Grape	4.9	6.9	345	494	1.4	1.5	13.1	12.4	6	19.2	19.9
Other concentrates	1/	1/	285	294	1/	1/	14.3	13.5	6	15.2	15.5
Total	31.4	34.6	5,145	5,970	2.3	2.5	18.5	18.1			
Concentrated ades											
Frozen											
Lemonade	16.1	19.9	1,966	2,493	1.6	1.8	20.3	18.6	6	13.3	13.6
Shelf pack											
Orangeade	1.6	2.4	154	226	1.7	1.5	14.8	17.1	6	16.6	16.2

1/ Information not available.



Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, July 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1956	1955	1956	1955	1956	1955	1956	1955	1956	1955
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona	19.5	21.2	859	995	1.7	1.8	13.1	12.7	44.8	44.0
Florida	4.7	5.5	248	321	1.7	1.9	11.6	12.3	50.8	45.3
Unidentified	4.3	5.7	150	199	1.4	1.4	12.2	11.6	46.7	42.1
Total 1/	25.5	28.6	1,268	1,522	1.9	2.0	12.8	12.4	45.8	43.9
Grapefruit										
California-Arizona	2.4	2.1	80	79	1.4	1.6	4.3	4.3	109.2	99.5
Florida	2.7	4.0	137	198	1.5	1.8	5.2	3.9	100.5	111.1
Unidentified	3.0	3.9	127	146	1.6	1.5	4.3	4.0	107.1	103.0
Total 1/	7.4	9.2	353	434	1.7	1.8	4.6	4.0	105.6	106.6
Lemons										
	30.8	36.6	563	754	1.7	1.8	7.8	8.1	44.6	41.8
Total 2/	46.8	51.9	2,184	2,712	2.4	2.8	9.5	9.4	48.1	45.6

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruits.